

**Cough, Cold and Allergy (Hay Fever) Remedies in Bulgaria**

Market Direction | 2023-10-05 | 24 pages | Euromonitor

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**Report description:**

Price sensitivity among Bulgarian consumers is a key factor influencing their purchasing decisions when it comes to cough, cold, and allergy (hay fever) remedies. As the minimum wage in Bulgaria is just under EUR400 in 2023, a significant portion of the population prioritise affordability in purchasing decisions. As a result, the cost of these remedies plays a crucial role in shaping consumer choices. Many consumers opt for cost-effective options to manage their symptoms without straining their...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Antihistamines/Allergy Remedies (Systemic), Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, Paediatric Cough, Cold and Allergy Remedies, Pharyngeal Preparations.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Cough, Cold and Allergy (Hay Fever) Remedies market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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